



THE NEWLY SPENT & BUCKLED TO A NEW DRUG AND CIGARETTE PRICES PRICE LIST AHEAD AT THE FRONT
AVERAGE AMERICAN LITENSE: 5000 5 YEARS OLD

THIS IS PROGRAM GUIDE NUMBER SIX IN AN APPARENTLY UN-
 ENDING SERIES ISSUED FROM THE MAW AT 95.3 MC CALLED
 KTAO(FM) IN LOS GATOS. KTAO is on the air mostly 7
 days a week, from six or seven in the morning to mid-
 night. BESIDES THE PROGRAMS LISTED HEREIN, the sta-
 tion broadcasts a variety of musics---mostly ethnic,
 baroque, jazz, bloograss, folk, and experimental.
 THIS PROGRAM GUIDE is sent out to our advertisers and
 subscribers---the latter being those who send us \$15
 (one year and regular) or \$7.50 (nine months and poor)
 ---which monies go to pay our worst bills, and until
 such time as the station can be self-sufficient, self-
 supporting, and at least pay the dumb gas bill (ours
 is an old transmitter---a gas-driven model---built
 shortly before the First in the present series
 of Wars.) A NOTE TO ALL THOSE WHO
 ARE RECEIVING THE KTAO PROGRAM
 GUIDE FOR FREE:

YOU MISSED THE
 LASTS---HEAR THEM.

With all the magic of the
 Treasury brings you the Du
 his throne for the "woman I



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The Hot Dog KTAO Constabulary is watching you, and as
 soon as the list of subscribers gets monstrous and fat,
 you are to be ripped from the card file, torn to tiny
 pieces of your former self, and stomped. In short, if
 you are now getting us for free, that will last only so
 long as it takes for us to build a giant list of paid
 and loyal lovers of (what? Of course) the way of tao...
 A NOTE ABOUT FITS: IN A FRIENDLY FIT LAST JANUARY, WE
 HAD 1500 'Friend' and 1000 'Enemy' buttons made up for
 distribution to our...uh...friends and enemies. Now
 we've managed to give away five of these (all of them
 'Enemy' buttons) which means we've those little black
 -&-white boogers pooping out of our file drawers,
 desk drawers, and drawers. You know: buttons in
 the morning tea, buttons with the ham-and-cheese



on rye at lunch-
time, and late
at night, a
dozen or so
ill-placed
between
elec-
blan-
you.

*Now laugh your way
down memory lane...
with wonderful old-time radio*

the
tric
ket and
Therefore,



before we blow the whole thing and
send the remainder off to Lester Maddox,
interested listeners to KTAO (and readers
of this scandal sheet) are invited to come
by 5 University Avenue, in Los Gatos, and re-
lieve us of this Promethian burden. For those
outside the Prune Belt, a self-addressed, stamped en-
velope will get you the button of your choice. And,
perhaps a Johnny Cash record left over from last year's
programming.

+ + + +

ON THE JOYS AND RUPTURES OF BEING A RADIO STATION

Most of the turnips who own or operate broadcast
stations in this country have a dismal sickness called
coin-itus. Symptoms of this ghastly illness include
dismal and repetitive musical programming, noxious on-
the-air commercials, infinite 'promos,' and a pale,
sweaty appearance when faced with the opportunity to
present real, live, original, and meaningful programs.

For all but the most ill-kempt, ill-managed radio
stations in this country can be equated with the oil
well: from the transmission towers spout infinite globs
of the coin of the realm. Time turns into money---both
through the sale of air-time, and through the fact that
if a broadcaster holds onto his license long enough,
it balloons in value. [Broadcasting Magazine, the fun-
damentalist journal of the industry---and fervent de-
fender of broadcaster's rights to make a bucket---wrote
a gloating report last week on the outrageous prices
being paid for FM licenses: figures ranging in most
major markets from \$300,000 to \$1,600,000.]

Now the problem with all this is that it has forced
broadcasting stations away from anything which
might be equated with quality and originality
in their material; but more importantly, it



has created in the listener an expectation that he will be shouted at, will be bought and sold like so many cattle. We are constantly faced with the dilemma that many of the most garish of radio outlets---where announcers suffer from the screaming-meamies, where the music becomes a momentary bridge between commercials---are actually and loyally listened to. It is that the consumer is now eager to be exhorted...is uncomfortable if he is not being squeezed to death in words.

Now the problem with this is that those of us who care, who remember that broadcasting can be alive and easy and human: we find ourselves buffeted by these hot and aggressive winds of commerce. Can we compete? Should we try? All these people, for all these years, bitching about the quality of radio: do they care enough to help the original and weird and thoughtful to survive? Or should we care ourselves?

Really---what we are most tempted to do---today (the sun is hot and bright, the sky aches into blue, blue-blue) is just shuffle along for the next few months: being amused and amusing. Chortling over the next order of records (as we rubbed our hands and drooled over the last hundred Odeon records from India, the fifty tapes of music from Argentina which just arrived), drinking coffee and watching---open-eyed---the five or seven or ten people who come through the station each day, asking to work, for no pay, willing to get up at ungodly hours, to work at the basic silliness of talking into a metal doo-dad which (they tell us) will catapult the voice fifty miles into the universe. And we can't even see it.

Naw: forget it. Yawn and scratch yourself for awhile.

Play radio...

quietly,
easily,
gently. Do what the others fear.

Play good music,
impossible music:



Appearing Nightly at KTAO

write interesting commercials, see that the announcers are not pushy. And---from time to time---receive a few interesting letters:

February 24, 1970

Cunningham & Walsh, Incorporated
500 Sansome Street
San Francisco, Calif.

Dear KTAO:

Thank you for your letter of 2/21, a copy of which is attached for your convenience.

Although your approach to station time sales is somewhat unorthodox, your spirited discussion is appreciated. It will be assumed your manifest equivocation is attributable to a sales philosophy replete with the contradictions characteristic of traditional TAOism.

If, after consultation with your various muses, you would care to unburden yourself of a recommendation constructed along the lines spelled out in my original letter (I trust your spastic colleagues didn't leave it in the sandbox over the weekend), it would be reviewed with considerable interest on the assumption that the creative glimmers hinted at in your communique are a mere token of the deeper vein of silver threads among the tomentose*

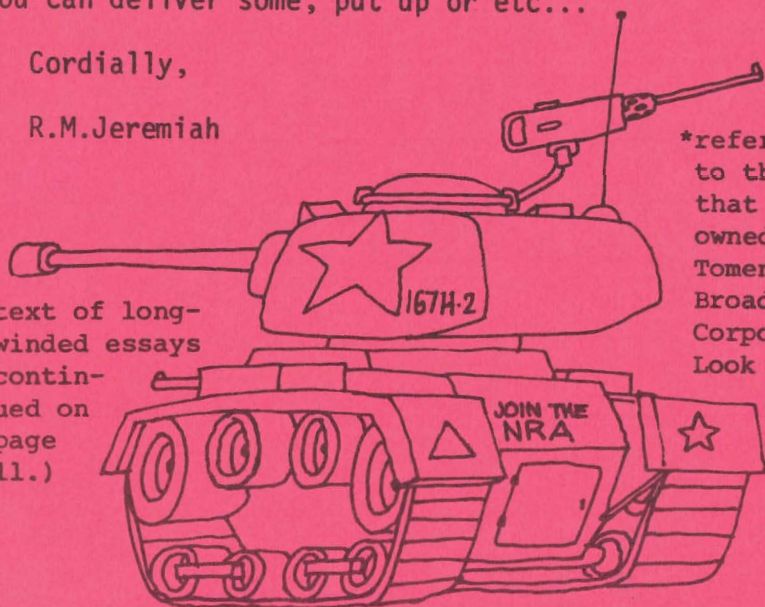
In brief, Mr. L., we are interested in results. If you can deliver some, put up or etc...

Cordially,


R.M.Jeremiah

(text of long-winded essays continued on page 11.)

*referring to the fact that KTAO is owned by The Tomentose Broadcasting Corporation. Look it up.




TUESDAY, MARCH 17th

- 
- 7:00 AM The Morning Program, with Uncle Duke. Today, a musical trip to scenic (if hot) Bahia and the Paramirim River region of Brazil. Included will be selections such as "I missed you in Xique-Xique," "The Carinhonha Laughing Song," and "Sweet, Sweaty Pernambuco." Singing by the Perspiration Twins.
- 11:00 AM "HOW TO THINK ABOUT DEATH. Or at least talk about it." Exposition by Jean André.
- 12 Noon Eugene's Show. Mato-Grosso-sing-along (until 3).
- 3:00 PM THE RAG DESH. From India, with Shyamadas ChaKuabortty (sitar), Nava Kumar Pandu (tabla) & Jack Kolb (tamboura). Jack who?
- 5:00 PM CLASSIC JAZZ. Mike Duffy & Ray Skjelbred with a special show dedicated to Gambalin' G. Dufay, the Medieval Mop King. (from KRAB, Seattle)
- 6:00 PM An Evening with Byron Malechek. Ever since Byron received a fan letter calling him Byron Boobachek, he has done nothing but sulk and play Blind Willie McTell.
- 9:00 PM A Late Evening with Steve Fleming who walks all the way from The City for this program. He tells us. Mostly blues & bluegrass.

WEDNESDAY, MARCH 18th

- 7:00 AM A Musical Tribute to Tierra del Fuego. Sounds of ice-cubes grinding giant whaling ships, sailors retching exquisitely, and a strange, misty glow of the spars. Songs with the Cape Horn 'Hornettes,' 'The Strait Shooters,' and Magellan's Magical Mistery Mal-de-Meres.
- 11:00 AM "AM I REALLY AN EICHMANN?" A strange and wondrous interview with a retired dog-&-cat license inspector. An unusually ardent worker, he describes in intimate detail his espionage techniques ("You look for a bone on the doorstep") and is questioned---deeply---about the morality of his job.
- NOON A dip into the classical library. The leider of H. Wolf-schnutz. Including the song cycle "Die Himmel Gelaffen, Der Menschen Revölten, Die Welt Abfallen."
- 3:00 MUSIC BY THE QUEEN. For those who care, Om Kolthoom is the chief of Egyptian Music. So rarely heard in this country that there isn't even one record of her singing available on American labels, we had to snitch this one from Radio Cairo---courtesy the Embassy of the UAR in Washington. "Ma Tesabarnish" ("Do not Calm Me down with Promises.")
- 5:00 PM CLASSIC JAZZ. Further explorations of the 78s from the collection of Duffy and Skjelbred. With comments by them.
- 6:00 PM Roger Mann's Show. Last time, he rang the bell and said 'There's your time' and it was 15:97, and noone knew the difference. With appropriate readings from James Joyce.
- 9:00 PM Songs with The Saltpeter Kid. Dancing & frivolity from high atop friendly Los Gatos High School. Tonight: Was the questionnaire a frog?

THURSDAY, MARCH 19th

- 7:00 AM "Sing a Song of the Orkney Islands." Including "What does Papa Westray?" "What did North Ronaldsay?" and "Don't Birsay."
- 11:00 AM LETTER FROM ENGLAND. For four years now, Michael Scarborough has been sending this taped program off comment to this country. Biweekly. And it's good.
- 11:30 AM JON GALLANT. And for seven years, Dr. Gallant has been talking about "Existentialism and Entropy." Unbelievable.
- 12 NOON THE SOUTH MILPITAS SONGBIRD. And for 27 years, Cese McGowan has been trying to become the first Existentialist Women's Liberation Front Disc Jockey in the history of radio. Done.
- 3:00 PM MUSIC FROM THE NHK. Contemporary Japanese Symphonic Music: "Samsara" by Toshio Mayuzami, as conducted by Seiji Ozawa.
- 5:00 PM KLESSIC JAZZ. Today, the first Jewish Blues singer---'Pegfoot' Rosenbaum--- discussed, with other minor examples including Blind Hymie George Washington Stein, and the controversial 'Cheder Kid' Bluesbottle Weinstein.
- 8:00 CAMMY ROOT, with passionate committment, and jazz (until Midnight).
- 

THE GREAT GREY GREEN GREASY LIMPOPO RIVER, TOO.

FRIDAY, MARCH 20th

- 7:00 AM Music and readings with Duke Hayduk & the little ducklets.
- 11:00 AM BIRTH DEFECTS, THE MARCH OF DIMES, THE SALK FIASCO, ---a talk by Dr. Frederick B. Exner.
- NOON "SIBERIA." In commemoration of the 123rd anniversary of the signing of the Great Gorodok Treaty, Eugene plays 'songs to freeze your nooglies by'--- including 'Take Me Back to Taymyr National Okrug' and 'You Khanty-Okrug
- COMEDY! • DRAMA! • SPORTS!
- Can't Knock My Mansi National Baba-Mama.'

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WHAT A GRAND / TIME YOU'LL HAVE golden memories t and again! Actual t as you heard them Do you remember horn, Titus Moody uproarious goings-Alley? Do you reme t your sides laughing when Amer

- 2:00 PM A TRIBUTE TO SUBBULAKSHMI. The complete album of her United Nations Concert recorded live in New York on Sunday 23rd October 1966. The record from Indian Odeon. This has got to be one of the most exciting new records we have received---for M.S. Subbulakshmi is one of the sweetest singers of classical Indian music ever recorded. This three hour presentation will include the following:
- 1) Rāmanannu Brōvarā by Tyāgarāja (1767-1847)
 - 2) Sārasāksa by Svāti Tirunāl (1813-1847)
 - 3) Sarōjadalanētri by Śyāma Śāstri (1762-1827)
 - 4) Raṅgapuravihāra by Muttusvāmi Dikṣita (1775-1835)
 - 5) Śiva Śiva Śiva Bhō by Jaya Cāmarāja Wādiyār (contp)
 - 6) Jagadōddhārana by Purandaradāsa (1484-1564)



- 7) Hari Tuma Haro by Mīrā (16th Cent)
- 8) Vaḍavaraiyai by Iḷaṅ-gō (7th Cent AD)

FRIDAY, MARCH 20

(CONT)

5:00 PM CLASSIC
JAZZ, with
Duffy & Sbd



6:00 PM R Mann
& Egyptian
Music for
the Mass-
es. Then
9:00 PM The
Kosmick
Kid kries

and tries (some-
how) to tell you that the
world is a giant marshmallow (burnt, dribbling off
off the stick of life.)

SATURDAY, MARCH 21st

- 6:00 AM BAROQUE-BAROQUE-BAROQUE. Nothing but the pur-
est, for five hours. This week---music by Tor-
elli, Vivaldi, Spitalni, Spumoni, & Spaghetti.
11:00 AM STAY AT HOME AND PLAY WITH THE 25th Century
ENSEMBLE. Perfect music, recorded at the
Psychic Laboratory, with M. Hartstein.
11:30 AM The Blues program, with Alan Gordon.
3:00 PM The Boose program, with Byron Boozachek.
6:00 PM TWO FROM JAPAN. From Barenreiter-UNESCO:
SŌKYOKU (Yaegoromo and Yuya) with Koto, Sham-
isen, and Shakuhachi.
8:00 PM THE SATURDAY NITE DANCE PARTY with contemporary
hits from Laos, the Lesser Antilles, & Cat I.

SUNDAY, MARCH 22

- 6:00 AM THE PASSION FLOWER JAZZ PROGRAM with C. Root.
11:00 AM MORE JAZZ with J. Haydon
2:00 PM FOLKLORE D'ARMENIE with the Chorale Komitas
directed by Garbis Aprikan.
3:00 PM FOUR HOURS OF MUSIC FROM JAPAN, AFRICA, NORWAY,
CHINA, SAUDI ARABIA, AND OUAGADOUGOU: V. Buck.
7:00 PM PETE BLIND FOR THE MILLIONS. Now, fresh from
Saturday night, the master of ectopic
Zen, the boss of Existential Bossa
Nova, the Dada Daddy.



FRIDAY, MARCH 20

(CONT)

5:00 PM CLASSIC
JAZZ, with
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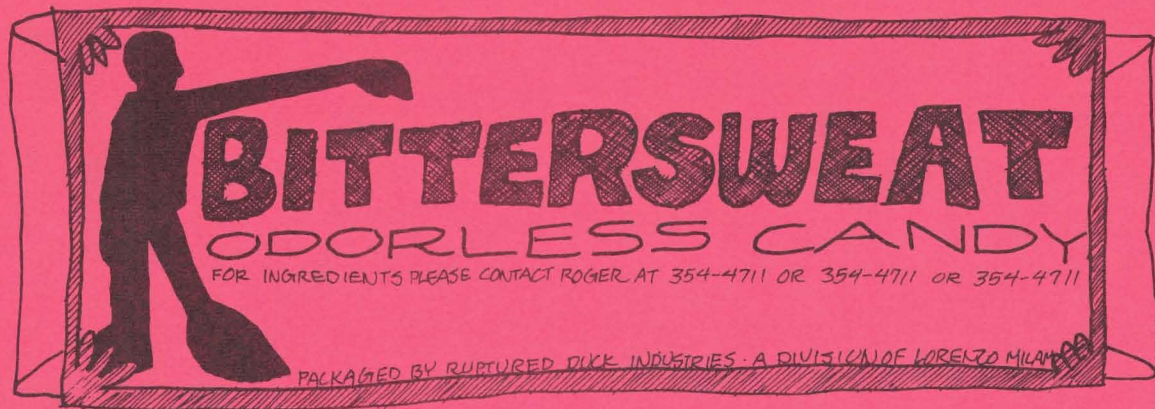
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Zen, the boss of Existential Bossa
Nova, the Dada Daddy.





MONDAY, MARCH 23rd

- 7:00 AM Bittersweet Blues for a Monday Morning, with Uncle Duke. Readings from 'Fflapp,' the Journal of the American Flame-throwers Association, with appropriate music.
- 11:00 AM "SHERIFF JIM CLARK WAS NOT LORD MONTBATTEN." A talk, subtitled "Call me 'X,' Whitey," with Gene Johnston. (KRAB, Seattle)
- 12 NOON When she was two months old, her parents ran away from home. Now, she is called Los Gatos' answer to Eleanor Roosevelt.
- 3:00 PM MUSIC BY THE CHIEF. Part six. Atahualpa Yupanqui y su Guitarra, with Zamba del Adios, Al Andariega, and others.
- 5:00 PM CLASSIC JAZZ. 'Lumpeen' Sam and his Proletariat Pea Probers, introduced by M Duffy & R. Skjelbred (pron: Shell-bread).
- 6:00 Chico Myers, the Singing Stanford Stalactite, followed by
- 9:00 The Swinging Stalagmite, or Music for wearing away your Calcareous Cares, with the Calomel Kid.



356-3014

3d's PRINTING

LETTERPRESS
OFFSET
INSTA-PRINT
RUBBER STAMPS
BUSINESS CARDS
POSTERS · FLYERS

David moody

Gary Dahl Advertising
San Jose, California
March 3, 1970

Mr. Roger Mann
KTAO Radio
Los Gatos, Calif.

Dear Roger:

Let's get this billing of yours straight. Let's also get some other things straight: namely, the copy you people arbitrarily decided to run on my client's behalf. It was appalling.

On December 8, 1969, I gave you a check for \$250.75. It was in payment of your charges for ... (etc, etc) ...

As for your other charges on your invoices: these should be itemized less my 15%. Please do this and give me a call. We should sit down and go over the whole thing and I'll write you a check if I am satisfied that I do, indeed, owe you for the money.

As for the spots you wrote (and seemed to be very proud of) I can only say that they were classic examples of bad taste. Nudists, machine guns, gargoyles, and throwing up are hardly words to sell homes by. I hope to Christ that my client doesn't listen to your station. You'd never get paid and I'd probably get fired.

DESIGNED BY
TEAPOT STUDIOS
293-5958



FOR SALE

ONE MIDDLE OF THE ROAD POLITICAL
GOOD RECORD - NO CONNECTIONS (RECENT)
WON 52 OF 87 BOOTS - 12 TIES - ONE
RUNNY NOSE - WILL WORK IN ANY POSITION.
CALL:
ACME PLACEMENT CENTER

VOX SUPER BEATLE AMP &
ENGLISH MODEL VOX ORGAN
EXCELLENT COND.
ALSO RICKENBACHER GUITAR
MUST SELL - MAKE OFFER
CALL - 266-5853

ONE JUGGLER VEIN - NEEDS
SOME WORK - HURRY.

PERSONALS

TO WHOM IT MAY CONCERN:
WE HAVE REASON TO BELIEVE THAT
THE ARTIC WHALE WHICH WE HAVE
FOUND IN OUR FOUNTAIN JUST MIGHT
BE PREGNANT. IS ANYONE IN THE
POSITION TO ADAPT?

HOPEFULLY,
THE SAN JOSE
MERCURY AND NEWS

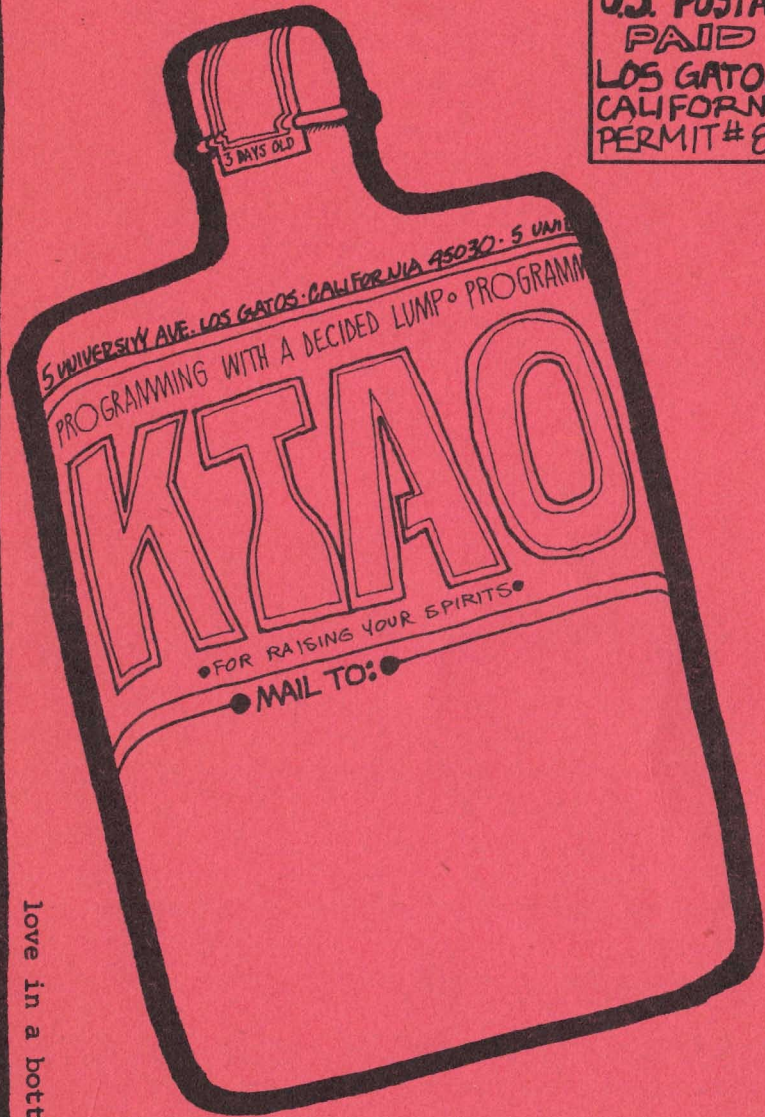
Very truly
yours,

Gary
R.
Dahl

GD/ds



U.S. POSTAGE
PAID
LOS GATOS
CALIFORNIA
PERMIT # 80



love in a bottle

return postage guaranteed

address correction requested

BOTTLED IN BOND